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August 5, 2013

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AZ CORP COMMISSION
DOCKET CONTROL

Chairman Bob Stump
Arizona Corporation Commission
Commissioners Wing
1200 W. Washington - 2nd Floor
Phoenix, Arizona 85007

Dear Chairman Stump,

In light of the Arizona Corporation Commission's decision to explore the deregulation of Arizona's electric market I am contacting you to let you know my opposition to deregulation.

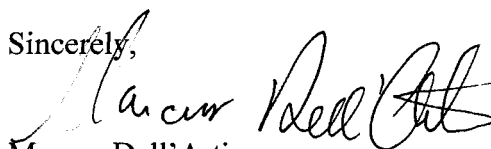
As an Arizona resident and small business owner, I am concerned about the potential negative effects deregulation could have on my home, my business, and my employees. As a conservative I am often on the side of deregulation, but over and over again we have seen its failure within the energy industry.

Looking to our neighbors in California and Texas we already see the devastating effects of deregulation. In recent years, consumers in both states have experienced price spikes and rolling blackouts, with analysts expecting the situation to worsen in the future.

Our system has worked for more than a century. Arizona was built in large part due to reliable energy access, delivery, and steady prices that allowed businesses to grow and families to thrive. I do not see the advantage of changing our system now, which is why I respectfully encourage you to oppose the deregulation of Arizona's electric market.

Thank you for your time and attention to this important matter.

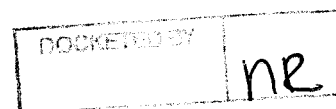
Sincerely,


Marcus Dell'Artino
Partner
FirstStrategic

Arizona Corporation Commission
DOCKETED

AUG 16 2013

CC: Commissioner Bob Burns
Commissioner Brenda Burns
Commissioner Gary Pierce
Commissioner Susan Bitter Smith



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August 5, 2013

The Honorable Bob Stump
Chairman
Arizona Corporation Commission
Commissioners Wing
1200 W. Washington - 2nd Floor
Phoenix, Arizona 85007

Dear Chairman Stump,

As a small business owner in Arizona, I am contacting you regarding the Arizona Corporation Commission's consideration of again exploring deregulation of Arizona's energy market.

That decision would harm small businesses in Arizona during a time in which we need to be striving to promote healthy business growth, not creating chaos in the marketplace. Deregulation of the energy market will stunt small business growth and could cause irreparable harm to Arizona's energy infrastructure. At the end of the day, Arizona's economy is driven by small businesses, not the large business sector. That is the starting point that public policy should be driven from.

It is well documented of the devastating effects deregulation has had on the energy markets in Texas and California. Since those state's decision to deregulate the electrical energy marketplace, they have seen rolling blackouts and reliability emergencies. These kind of examples of energy problems are not going to attract business to Arizona and will harm our current small business marketplace.

The current system we have in place has been reliable, consistent and a national standard for cost effectiveness for more than a century. I implore you to not hinder this system under the guise of free markets. As always, thank you for your time and service to Arizona. Please feel free to contact me at 602-266-6565.

Respectfully,



Kurt Davis
Founding Partner
FirstStrategic

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August 5, 2013

Chairman Bob Stump
Arizona Corporation Commission
Commissioners Wing
1200 W. Washington - 2nd Floor
Phoenix, Arizona 85007

Dear Chairman Stump,

In light of the Arizona Corporation Commission's decision to explore the deregulation of Arizona's electric market, I am contacting you to let you know my opposition to deregulation.

I am opposed to the deregulation of our electric market because it will hurt businesses in Arizona. As a business owner myself, I can attest to the importance of having reliable and affordable power.

The experience we have seen in other states is that the deregulation of the electricity market makes the prices more volatile, bills more unpredictable, and potentially more expensive. Should Arizona's electric market become deregulated, current businesses will begin to look elsewhere for reliable energy and new businesses looking at Arizona will be pushed away.

As you know, Arizona is already tightly regulated. The system we have in place ensures the continuation of reliable, affordable power for all Arizona consumers. It is with this in mind that I ask you to oppose the deregulation of Arizona's electric market.

Thank you for your time and attention to this important matter.

Sincerely,



Wes Gullett
Partner
FirstStrategic

CC: Commissioner Bob Burns
Commissioner Brenda Burns
Commissioner Gary Pierce
Commissioner Susan Bitter Smith

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Chairman Bob Stump
Arizona Corporation Commission
Commissioners Wing
1200 W. Washington - 2nd Floor
Phoenix, Arizona 85007

Dear Chairman Stump,

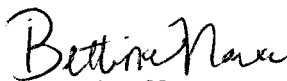
I am contacting you today regarding the Arizona Corporation Commission's decision to explore the deregulation of Arizona's electric market.

This decision will hurt businesses in Arizona. As a business owner myself, I can attest to the importance of having reliable and affordable power. The experience we have seen in other states is that the deregulation of the electricity market makes the prices more volatile, bills more unpredictable, and potentially more expensive.

Should Arizona follow suit, current businesses will begin to look elsewhere for reliable energy and new businesses looking at Arizona will be pushed away.

The current system we have in place has been reliable and consistent for more than a century. Please do the right thing and oppose the deregulation of Arizona's electric market. Thank you for your time and attention to this important matter.

Sincerely,



Bettina Nava
Partner
FirstStrategic

CC: Commissioner Bob Burns
Commissioner Brenda Burns
Commissioner Gary Pierce
Commissioner Susan Bitter Smith

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Dear Chairman Stump,

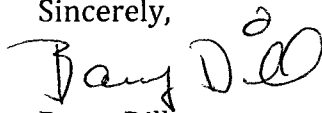
As a business owner in Arizona, I am contacting you regarding the Arizona Corporation Commission's decision to explore the deregulation of Arizona's electric market.

I am opposed to this decision because it will ultimately hurt Arizona businesses. We can see the devastating effects deregulation has had on the energy market in states around us. I witnessed firsthand the chaotic and disordered impact market manipulation had on the energy crisis in California during the early 2000's. So much so, that their crisis thwarted efforts here in Arizona to deregulate.

As you know, Arizona is already tightly regulated. The system we have in place has been reliable and ensures affordable power for all Arizona consumers.

Please do the right thing for Arizonans and keep our current system in place. I thank you for your time and attention to this serious matter.

Sincerely,



Barry Dill
Partner
FirstStrategic

CC: Commissioner Bob Burns
Commissioner Brenda Burns
Commissioner Gary Pierce
Commissioner Susan Bitter Smith

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August 5, 2013

Chairman Bob Stump
Arizona Corporation Commission
Commissioners Wing
1200 W. Washington - 2nd Floor
Phoenix, Arizona 85007

Dear Chairman Stump,

I am contacting you today regarding the Arizona Corporation Commission's decision to explore the deregulation of Arizona's electric market.

I am an Arizona business owner and I am highly concerned about the deregulation of our electric market. Deregulation will hurt businesses in Arizona. We can see the devastating effects deregulation has had on the energy market in states around us.

In California for example, market manipulation was to blame for its energy crisis in the early 2000's. California's venture into deregulation was disastrous and led to rolling blackouts and spiked rates. These types of electrical problems are going to repel businesses from coming to Arizona and will force current Arizona businesses to look elsewhere for reliable energy.

The current system we have in place has been reliable and consistent for more than a century. I strongly encourage you to oppose the deregulation of Arizona's electric market. Thank you for your time and attention to this serious matter.

Sincerely,



Steve Roman
Partner
FirstStrategic

CC: Commissioner Bob Burns
Commissioner Brenda Burns
Commissioner Gary Pierce
Commissioner Susan Bitter Smith